

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF MAY 2004

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	TDC/FSHG UMB MTG	\$69.18
FLORIDA KEYS KEYNOTER	FSHG UMB MTG	\$38.40
THE REPORTER	TDC/FSHG UMB MTGS	\$278.20
TINSLEY ADVERTISING	SPAN.FLY APR04	\$22,600.00
TINSLEY ADVERTISING	OVERTURE MAR04	\$7,530.61
TINSLEY ADVERTISING	GOOGLE MAR04	\$3,408.24
TINSLEY ADVERTISING	GAY.COM JAN-MAR04	\$10,805.63
TINSLEY ADVERTISING	WEATHER.COM FEB04	\$5,650.00
TINSLEY ADVERTISING	SCUBADIVING.COM JAN-MAR04	\$3,601.88
TINSLEY ADVERTISING	FLAUSA.COM FEB-APR04	\$3,550.90
TINSLEY ADVERTISING	PROMO ADV.	\$382,386.77
TINSLEY ADVERTISING	GEN. FSHG ADS	\$6,124.53
TINSLEY ADVERTISING	DIVE UMB	\$20,461.86
TINSLEY ADVERTISING	GEN. ARTS	\$24,296.00
TINSLEY ADVERTISING	ADV EXP	\$11,141.68
TINSLEY ADVERTISING	MEDIA MAT	\$26,094.31
TINSLEY ADVERTISING	COLL MAT	\$12,511.87
TINSLEY ADVERTISING	DAC 1 ADV EXP	\$164,643.77
TINSLEY ADVERTISING	DAC 3 ADV EXP	\$55,348.76
TINSLEY ADVERTISING	DAC 4 ADV EXP	\$6,598.64
TINSLEY ADVERTISING	DAC 5 ADV EXP	\$8,214.71
		<hr/> \$775,355.94
<u>BRICKS & MORTAR PROJECTS</u>		
KEY WEST BOTANICAL GARDEN SOCIETY	PHASE 2	\$8,119.75
KEY WEST FILM SOCIETY	AUDITORIUM PROJ.	\$17,964.00
OLD FIREHOUSE PRESERVATION	FIRE STATION #3 PROJ	\$15,815.25
		<hr/> \$41,899.00
<u>VISITOR INFORMATION SERVICES</u>		
KEY WEST CHAMBER OF COMMERCE	MAY 04	\$17,250.00
MARATHON CHAMBER OF COMMERCE	APR 04	\$6,666.66
ISLAMORADA CHAMBER OF COMMERCE	APR 04	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	APR 04	\$7,750.00
		<hr/> \$38,333.32
<u>EVENTS</u>		
CELEBRATE	TWFAC PERFORMING ARTS	\$100.00
CLEAR CHANNEL	KL DOLPHIN TOURN	\$1,152.00
COMCAST	MFMHS REEFS,WRECKS & RASCALS	\$10,044.00
COMMITTEE FOR ART IN THE PARK	RQST 1	\$6,423.70
COOKE COMMUNICATIONS	TWFAC PERFORMING ARTS	\$2,218.50
FLORIDA SCUBA NEWS	UNDERWATER MUSIC FEST	\$275.00
FL KEYS COMMUNITY CONCERT	POPS IN THE PARK	\$2,466.28
ISLAND OPERA THEATRE	CONCERT SERIES	\$2,377.00
KEY WESTER MAGAZINE	MFMHS REEFS,WRECKS & RASCALS	\$420.00
KEY WEST INVESTMENT SYNDICATE	KW OFFSHORE WORLDS 04	\$75,000.00
KEY WEST THE NEWSPAPER	TWFAC PERFORMING ARTS	\$90.00
MEL FISHER MARITIME HERITAGE SOC	REEFS,WRECKS & RASCALS	\$3,837.45
OUTDOOR FLORIDA	BP & LWR KEYS DOLPHIN TOURN	\$95.00
PERFORMING ARTS CENTERS FOR KW	TW THEATRE SEASON	\$6,562.40
PIGEON KEY FOUNDATION	ART FEST	\$6,040.60
PRIMEDIA	BP & LWR KEYS DOLPHIN TOURN	\$500.00
SUNNY KEYS SPECIAL EVENTS	KL DOLPHIN TOURN	\$4,198.00
TENNESSEE WILLIAMS FINE ARTS CTR	PERFORMING ARTS	\$7,392.75
THE MARKET SHARE	MFMHS REEFS,WRECKS & RASCALS	\$498.00
TINSLEY ADVERTISING	ART UNDER THE OAKS	\$1,969.03
TINSLEY ADVERTISING	PIGEON KEY ART FEST	\$2,257.18

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\$133,916.89**OFFICE SUPPLIES & OPER COSTS**

BUCCANEER COURIER	4/16-5/15/04	\$167.10
C.B. SCHMITT REAL ESTATE	MAY04 RENT	\$7,503.60
CERTIFIED LOWER KEYS PLUMBING	HIGGS BCH PLUMBING SUPPLIES	\$75.50
DIVERSIFIED SERVICES	APR04	\$345.00
FEDERAL EXPRESS CORP	SHIPPING	\$2,778.10
FLORIDA SANITARY SUPPLIER	HIGGS BCH OPER. SUPPLIES	\$356.00
GEMINI PRINTING OPERATION	TDC ENVELOPES	\$450.00
KENNEDY ELECTRIC CO	LTHSE MUSEUM TRK LIGHTING	\$4,000.00
MANLEY DEBOER	HIGGS BCH MAINT SUPPLIES	\$1,479.24
OFFICE DEPOT	OFFICE SUPPLIES	\$758.94
PITNEY BOWES	4/30-5/30/04	\$151.00
RAYBRO CED	MUSEUM MAINT SUPPLIES	\$63.60
REXEL CONSOLIDATED	MUSEUM MAINT SUPPLIES	\$260.52
ROBBIE'S SAFE HARBOR & MARINA	APR04 MAINT SMTR & REST BCH	\$11,476.25
ROBBIE'S SAFE HARBOR & MARINA	APR04 MAINT VET PARK	\$1,299.28
ROBBIE'S SAFE HARBOR & MARINA	APR04 MAINT HIGGS BCH	\$6,910.79
ROBBIE'S SAFE HARBOR & MARINA	APR04 MAINT HARRY HARRIS PARK	\$1,582.87
SHERWIN WILLIAMS	HIGGS BCH MAINT SUPPLIES	\$374.60
UNITED STATES POSTAL SVC	METER	\$2,826.57
UNITED STATES POSTMASTER	BULK PERMIT 120	\$2,706.00
US POSTMASTER	BULK 120 6/6/04-05	\$300.00
XEROX CORP	MAR04 COPIER	\$512.45
XEROX CORP	APR04 FAX	\$78.00
		<hr/> \$46,455.41

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD	APR-MAY04	\$116,268.86
		<hr/> \$116,268.86

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	APR04 PR FEES	\$0.00
STUART NEWMAN ASSOCIATES	PR EXP	\$24,847.02
		<hr/> \$24,847.02

SALES & MARKETING

AMEUROP PHONE ASSIST	APR04	\$1,500.00
ASSOC. FORUM OF CHICAGOLAND	S.TORTU-4/1/04-3/31/05	\$325.00
B-FOR INTERNATIONAL	PASSES/ITB04,BERLIN	\$195.88
BYD COOKIE CO	KEY LIME COOKIES	\$161.08
CELLET TRAVEL SVCS	APR04 FEES UK & GY	\$5,666.66
CELLET TRAVEL SVCS	EXP	\$7,667.76
DIVE INDUSTRY ASSOC	DUES 5/12/04-5/11/05	\$100.00
EXHIBIT PLANT & FLORAL CO	PLANTS- AFF MTG,CA. 6/9-10/04	\$303.10
FLORIDA HUDDLE	REG-DAYTONA BCH 1/25-27/05	\$2,200.00
FLORIDA KEYS.COM	MAP NETWORK/DIVE BROCHURE CNVSN	\$8,000.00
GES EXPO SVCS	BOOTH EXP-AFF MTG,CA. 6/9-10/04	\$1,277.50
GET IT ACROSS	ITB04 TOUR OP EVENT	\$668.65
INTERNATIONAL TRAVEL SVC	ASSOC. MEMBER RNWL	\$389.50
INTERNATIONAL ADVERTISING	BACKDROP-BTS 3/26-28/04 OWU 4/23-25/04	\$500.00
INT'L GAY & LESBIAN TRAVEL	CONVENTION BOOTH 2004	\$555.00
MEETING PROFESSIONALS INT'L	S.TORTU 5/04-4/05	\$350.00
MONROE COUNCIL OF THE ARTS	JAN-MAR04	\$11,250.00
MOTION PICTURE ENTERPRISE	SPRING04 MOTION PICTURE DIR.	\$104.70
PRANGE O'HEARN	MAR04 COLL	\$3,718.75
PRANGE O'HEARN	CRUISE PASSENGER SURVEY 04	\$2,690.00
REGISTRATION CONTROL SYS	LD RTVL-AFF MTG,CA 6/9-10/04	\$290.00
SMG EXPO SVCS	BOOTH EXP-GLBT EXPO 04	\$1,100.00
SMITH TRAVEL RESEARCH	MAR04 DATA	\$475.00
THE MARKET SHARE CO	APR04 ADM FEE	\$1,900.00
THE MARKET SHARE CO	MAIL FULFILLMENT	\$3,918.07
TINSLEY ADVERTISING	QUICKSCREEN	\$1,256.41
UNICOMM LLC	ADV TVL EXPO,NY 1/05	\$4,500.00
VIRGINIA PANICO	SEATRADE 2004,MIA 3/15-18/04	\$203.50

VISIT USA COMMITTEE SWEDEN
VISIT USA COMMITTEE NORWAY

MEMBER 2004
MEMBER 2004

\$500.00
\$300.00

\$62,066.56

TELEPHONE & UTILITIES

AT&T	TDC APR04	\$4,174.10
AT&T	ADV FEATURES 5/1-31/04	\$941.53
AT&T WIRELESS	5090402APR04	\$69.10
BELLSOUTH	2961552APR04	\$499.55
BELLSOUTH	2941936APR04	\$243.42
BELLSOUTH	2942901APR04	\$938.60
BELLSOUTH	2944641APR04	\$245.16
BELLSOUTH	Z510292MAY04	\$3.00
BELLSOUTH	Z510293MAY04	\$37.45
CITY OF KEY WEST	MAY04 LT HSE	\$367.41
COMPUTER OFFICE SOLUTIONS	MAY04	\$22.00
FCAA	TDC APR04	\$61.68
FCAA	MAY04 WH	\$323.59
KEYS ENERGY SERVICES	APRMAY04 W MART TOWER	\$41.14
KEYS ENERGY SERVICES	TDCMAY04	\$384.42
MC MUNICIPAL SVC DIST	TDCMAR04	\$21.16
MC MUNICIPAL SVC DIST	APR04 HIGGS BCH	\$461.84
WASTE MANAGEMENT OF FL	APR04 MUSEUM	\$650.00
WASTE MANAGEMENT OF FL	MAY04 HIGGS BCH	\$2,761.92
		<hr/> \$12,247.07

TRAVEL

JUTTA FARRER	FAMTRIP MAY04	\$285.00
JUTTA FARRER	EURO SLS MSN 6/3-25/04 ADV TVL	\$2,861.15
KEY WEST TRAVEL CONDO	S.SMITH-NY 4/21-22/04	\$623.90
KEY WEST TRAVEL CONDO	S.CHILTON-LA 4/24-29/04	\$308.20
KEY WEST TRAVEL CONDO	R.BROWN-LA 4/14-19/04	\$502.40
KEY WEST TRAVEL CONDO	S.TORTU-IL 4/22-26/04	\$409.40
KEY WEST TRAVEL CONDO	S.TORTU-TAL 5/4-6/04	\$519.90
RITA BROWN	LONDON BRDCST SHW 5/14-21/04 ADV TVL	\$1,000.00
RITA BROWN	REIMB 4/19/04	\$39.56
RITA BROWN	SANTA MONICA 4/14-19/04 FINAL TVL	\$987.50
RITA BROWN	REIMB 4/30/04	\$42.42
RITA BROWN	REIMB 5/13/04	\$82.00
RITA BROWN	REIMB 5/9/04	\$297.85
SABINE PONS-CHILTON	HSMAL 4/20/04	\$18.00
SABINE PONS-CHILTON	POWWOW,LA 4/24-29/04	\$1,524.74
STACEY MITCHELL	HSMAL 5/11 & 18/04	\$91.40
STACEY MITCHELL	EURO SLS MSN 6/3-15/04 ADV TVL	\$2,953.15
STACEY MITCHELL	HSMAL 4/20/04	\$98.80
STEVE K SMITH	NYC 4/21-22/04	\$382.88
SUSANNE TORTU	OWU,CHICAGO 4/22-26/04 FINAL TVL	\$120.22
SUSANNE TORTU	MTG PLNRS SITE INSP	\$333.31
SUSANNE TORTU	GOLDEN OP,TAL 5/4-6/04	\$677.45
SUSANNE TORTU	AFF MTG,CA 6/6-11/04 ADV TVL	\$1,195.00
		<hr/> \$15,354.23

TOTAL \$1,266,744.30